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## THE OMAHA GUIDE

JUSTICE & EQUALITY

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HEW TO THE LINE

The Only Paper of Its

Kind West of the

Missouri River

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# NEGRO VOTERS HOLD BALANCE OF POWER

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PER COPY

Tune In



BROADCASTED  
Every Week from this Column

By CLIFFORD C. MITCHELL

Six Months of Success

Exactly six months ago the subject of this column was, "Introducing A Daily," and immediately thereafter various comments were noted in quite a few of our leading publications and by various writers. Most of these comments acknowledge the particular undertaking but referred to it as an "experiment" and indicative that after a few weeks time the project would undoubtedly collapse, like the many other attempts at launching a daily.

Of course, the daily referred to, is the Atlanta Daily World, published by the Southern Newspaper Syndicate, and while I do not enjoy the confidence of William A. Scott, the founder and owner of this enterprise, I have, through my regular releasing services, and through observation, been able to watch and record the progress of this new journalistic venture.

Apparently some of the obstacles in the path of operating successful Negro dailies arise in the excessive equipment cost and an enormous amount of technically skilled labor unless the equipment and the labor can be kept constantly busy. Presumably, the cost of maintaining a news and feature service sufficient for a daily is also quite an item. Even after these obstacles have been surmounted there is the all-important matter of circulation and prompt distribution to the readers.

In order to lower a necessarily large equipment and labor cost the Southern Newspaper Syndicate (SNS) have organized other World papers in nearby southern cities with the result that these added papers require but little more effort to edit and publish than would an extra edition of the Daily, merely changing mastheads, a substitution of pertinent "local" news and the rearrangement of a few features, and strictly "local" advertising matter.

Therefore, in addition to the Atlanta Daily World, the SNS also publish four semi-weeklies, The Birmingham World; The Memphis World; The Jacksonville World and the Nashville World, in addition to a weekly, The Jackson World of Jackson, Mississippi and through a mutual cooperation, The Louisiana Weekly, of New Orleans, is also published in the SNS plant at Atlanta.

This enables the SNS to keep their costly equipment in constant use. A corps of skilled workers are kept constantly busy. The cost of securing national news and features can be prorated among the several publications, while each local member of the affiliation can supply for the complete SNS service all of the "local" coverage.

The SNS also publish a national feature, the Gravure Weekly, being the only one of its kind published by or for Negro publications. This feature has a combined circulation of around sixty thousand weekly and is used by over a score of papers in nearly as many states. All of which indicates that the subject of this release could rightly be entitled, "It Can Be Done—and by Negroes."

## N.A.A.C.P. FIGHTS FOR JOBS

### Nutter Believes Elks' Treasury Empty

1809

ABRAHAM LINCOLN

1865



"ALL MEN ARE CREATED EQUAL THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN UNALIENABLE RIGHTS, THAT AMONG THESE ARE LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS."

—ABE. LINCOLN.

## N.A.A.C.P. Asks Hoover and Roosevelt for Plain Declaration on the Negro

### SUBMIT QUESTIONNAIRE TO END POLITICAL EVASION ON RIGHTS OF THE NEGRO

New York, Sept. 16—Asserting that heretofore the demands of the Negro had been "EVADED IN AN AMERICAN POLITICAL DISCUSSION WHEN THEY HAVE NOT BEEN REGALATED TO THE HATE-INSPIRING DIATRIBES OF DEMAGOGUES", the National Association for the Advancement of Colored People has submitted to President Hoover and Franklin D. Roosevelt, a questionnaire calling for "PLAIN AND UNEQUIVOCAL DECLARATION ON THE SUBJECT OF RACE RELATIONS."

In its letters to both candidates the Association states that it is asking the questions to provide Negroes with a "competent and authoritative basis in determining their choice of candidates in the coming election." No questionnaire is being sent the Socialist or Communist party candidates, inasmuch as these parties have adequately declared themselves on the issues involved. The questions to which replies as full and as direct as possible are asked from the leaders of the two main political parties, are as follows:

"1. To what extent will you as head of your party, personally assume responsibility for ending the attitude of intolerance to Negro participation in politics in the South, manifested in schemes to prevent Negroes from qualifying as voters, tricks of lily-whiteism, and in devices to bar Negroes from Primary elections?"

"2. Will you seek to eliminate racial considerations from appointments and promotions under civil service, for example by substituting finger prints for the photographs now required for identification purposes?"

"3. Will you, if elected, appoint Negroes to office in proportion to their numerical strength in your party, including in your appointments, diplomatic and consular posts?"

"4. Will you endeavor to stamp out entirely all forms of racial segregation in the government service, particularly in Washington?"

"5. Will you take steps to open to Negroes opportunities for training and service without regard to race in the armed forces of the United States, including the academies at West Point, Annapolis, and New London, the air service and other branches?"

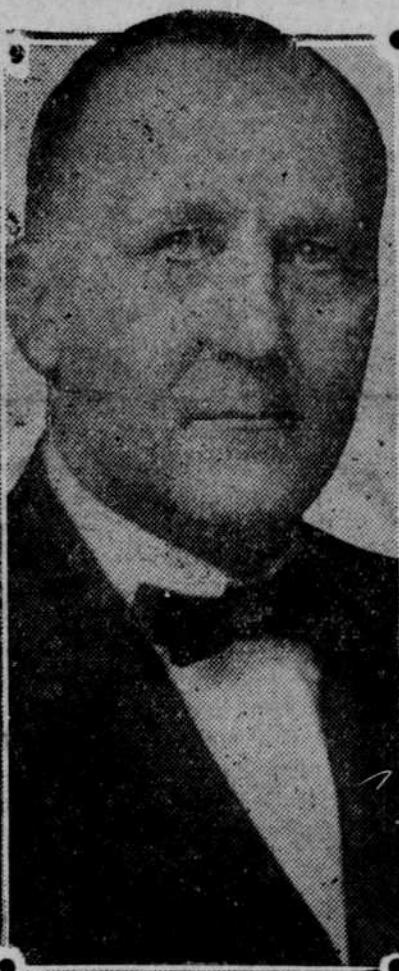
"6. Will you maintain a cordial and constructive

The NAACP has launched a determined fight for jobs for Negro workers. You have seen in the newspapers the story of the investigation we made of flood control work on the Mississippi River: showing that Negroes are brutally beaten in the camps there; paid ten cents an hour; worked twelve hours a day, seven days a week; fired without cause; robbed at the commissary stores; and in general subjected to slavery.

President Hoover and Secretary of War Hurley have been forced to order.

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### Congratulates Guide



JUDGE RHOADES

I am happy to congratulate the Omaha Guide Publishing Company, its editor in chief C. C. Galloway and its staff of workers for the wonderful work being done in this community in uplifting and carrying forward the work of the colored people of this state.

Your work is holding together and enhancing the influence of your people in this community.

While conflict and depression has been our major trouble your paper has constantly pressed toward a goal advocating harmony and progress among your people. Such a constructive course aids us and points a way to all people for a solution of our problems.

Unity, harmony, and unselfishness are the guide posts toward the road to reconstruction.

Yours for continued success in your noble work.

Herbert Rhoades,  
District Judge.

Washington—(CNS)—A statistical survey of Negro voting strength in the nation just completed here indicates in its conclusion that Negro voters will be the decisive factor in the coming presidential election, surely determining the outcome in 15 states, and looming up importantly in eight other States if balloting is close, as there is every indication that it will be.

The survey points out that the recent State elections in Maine have given varification to the statement that practically every State is a doubtful one. The general unrest caused by the economic depression, the wide and unhealed breaches in the regular ranks of both major parties due to such ranking issues as prohibition, the bonus, the drift of many voters towards Communism and Socialism, the bitterness of many Al Smith adherents are elements depicted in the political study as indicating that the ultimate election result in almost any State "will hinge on a few thousand votes."

New York, Ohio, West Virginia, Indiana, New Jersey, Maryland, Missouri, Kansas, Massachusetts, Delaware, Connecticut, Rhode Island, Kentucky, Tennessee and California, States with a total of 219 electoral votes, are listed in the survey as highly doubtful. In these States, it was pointed out, there was a combined population of 1,665,044 Negroes of 21 years of age and over, to whom campaigners of both parties will have to appeal. In many of these States where the Negro vote is comparatively small in comparison to the total number of voters, the survey shows that the strength of the two major parties is so evenly divided that Negro voters hold the balance of power.

As an example, Massachusetts was

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### To Give Lecture

Rev. J. S. Williams of the Hillside Presbyterian Church, who has just recently returned from a seven weeks trip abroad, to his home at Kingston Jamaica, West Indies, will give a lecture at his church, 30th and Ohio, on his trip, and exhibit articles of interest which he has brought back with him. A feature of the afternoon will be Mrs. William Haines as guest pianist. Music by the choir and other guest soloists. The lecture will be at 3:00 P. M. The public is cordially invited.

### PROMINENT LODGE AND CLUB WOMAN DIES

Mrs. Lula White, prominent lodge woman died at her home 2529 Decatur St., Wednesday morning, Sept. 21, 1932, after weeks of serious illness. Mrs. White is survived by her mother, Mrs. Fannie Phoenix of Omaha, and father Mr. Wesley Early of Oklahoma, three daughters, Mrs. Earle Roberts, owner of the Youth Beauty Shop, Mrs. Willie Mae Moore, Mrs. Mattie Thomas and four grandchildren.

Funeral services were held Friday afternoon from Zion Baptist Church with the Eastern Stars and Isis Lodges in charge. Mrs. White was past Commander of the Isis Lodge, and well known in the community as a club-civic worker.

interest in the federal-supported institution for higher education for Negroes—Howard University?

"7. Will you favor enactment of a federal anti-lynching law and will you sign such a bill if enacted in Congress?"

"8. Will you protect the self-government and independence of the Republic of Liberia, and will you restore to self-government the black Republic of Haiti now dominated in fiscal matters by the United States government in the interest of American bankers?"

"9. Will you personally order that there be no color discrimination on relief and public works projects financed wholly or in part with federal funds and that Negroes be given a fair share of work on such jobs?"

"10. Will you personally order that in any expenditure of federal funds for educational purposes, there be adequate safeguards against race discrimination in the expenditure of such funds by the federal government or locally through states?"

"11. Will you in word and deed, so far as in your power lies, procure the recognition and observance of the full citizenship rights of the Negro in the United States?"